



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/534,170	03/24/2000	Yoram Levanon	1268-094	2252

7590 06/19/2003

Lowe Hauptman Gopstein Gilman & Berner LLP
Suite 310
1700 Diagonal Road
Alexandria, VA 22314

EXAMINER

GRAVINI, STEPHEN MICHAEL

ART UNIT PAPER NUMBER

3622

DATE MAILED: 06/19/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary

Application No.
09/534,170

Applicant(s)
Yoram LEVANON et al.

Examiner
Stephen M. Gravini

Art Unit
3622



All participants (applicant, applicant's representative, PTO personnel):

(1) Stephen M. Gravini

(3) _____

(2) Randy Noranbrock (appl Rep)

(4) _____

Date of Interview 6-12-03

Type: a) ☒ Telephonic b) ☐ Video Conference

c) ☐ Personal [copy is given to 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No. If yes, brief description:

Claim(s) discussed: 1-13

Identification of prior art discussed:
of record

Agreement with respect to the claims f) ☒ was reached. g) ☐ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Drafted claims 1 and 8 appear to define the invention over the prior art and are allowable over the prior art of record.

Official responding to the outstanding action with those claims and cancellation of the non-elected claims would place the application in condition for allowance. (Please see attached draft).

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

i) ☒ It is not necessary for applicant to provide a separate record of the substance of the interview (if box is checked).

Unless the paragraph above has been checked, THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached

STEPHEN M. GRAVINI
PRIMARY EXAMINER
ART UNIT 3622

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Examiner's signature, if required

DRAFT -- FOR DISCUSSION PURPOSES ONLY

1. (~~Twice~~ Three times amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate individual emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the consumer in a personal character profile record in a ~~generating a computerized database, wherein the personal character profile record includes a value~~ indicative of the emotional orientation of the consumer, wherein the value is one of a survival type, a growth type, a relaxation type, and a combination thereof containing a personal character profile of said potential consumer based on said collected information;

(c) determining, based on the stored emotional orientation information in the personal character profile record, a predominant tendency of the consumer toward one of the individual emotional orientations;

(d) analyzing and sorting said the character profile record in said ~~computerized~~ database into at least three clusters, wherein each cluster corresponds to a subset of character profile records showing ~~determined to have~~ a predominant tendency toward one of said the individual emotional orientations;

(~~de~~) producing a series of marketing campaigns for a specific product or service, wherein each campaign contains unique features directed to a specific one of said clusters;

(~~e~~) determining, based on the predominant tendency toward one of the individual emotional orientations of the cluster of the character profile record of the potential consumer, and displaying thean appropriate marketing campaign directed to the specific cluster ~~corresponding to~~ including the personal character profile record of said the potential consumer having a particular emotional orientation; and

(f) displaying the determined marketing campaign to the potential consumer.

A. (New) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the consumer in a personal character profile record in a database;

- (c) determining, based on the stored emotional orientation information in the personal character profile record, a predominant tendency of the consumer toward one of the emotional orientations;
- (d) sorting the character profile record in the database into at least three clusters, wherein each cluster corresponds to a subset of character profile records determined to have a predominant tendency toward one of the emotional orientations;
- (e) if the predominant tendency of the emotional orientation of the potential consumer is a survival type emotional orientation, displaying a marketing campaign directed to a person having a survival type emotional orientation;
- (f) if the predominant tendency of the emotional orientation of the potential consumer is a growth type emotional orientation, displaying a marketing campaign directed to a person having a growth type emotional orientation;
- (g) if the predominant tendency of the emotional orientation of the potential consumer is a relaxation type emotional orientation, displaying a marketing campaign directed to a person having a relaxation type emotional orientation; and
- (h) if the predominant tendency of the emotional orientation of the potential consumer is a combination emotional orientation, displaying a marketing campaign directed to a person having a combination emotional orientation.

7D16
1700 Diagonal Road
Suite 310
Alexandria, VA 22314
Phone: 703-684-1111
Fax: 703-518-5499

LOWE HAUPTMAN GILMAN & BERNER, LLP

Direct e-mail: randynoranbrock@ipfirm.com

Fax Coversheet

To:	Examiner Stephen Gravini	From:	Randy Noranbrock
		Date:	June 9, 2003
Fax:	(703) 872-9327	Pages:	3 (including cover sheet)
Re:	U.S. Patent Application 09/534,170 For: METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING Inventor: Yoram Levanon et al. Our Reference: 1268-094		

☐ Urgent

☒ For Review

☐ Please Comment

☐ Please Reply

Special Instructions:

Attached is a proposed set of claim revisions. I would like to set up an interview with you as soon as possible regarding the attached.

Original will be sent to you:

NO

YES (mail)

FAX RECEIVED

JUN 10 2003

GROUP 3600

Official

IMPORTANT

The information contained in this facsimile is intended only for the use of the individual or entity to whom it is addressed. If you are not the intended recipient, you are hereby notified that any use, dissemination, distribution or copying of this communication is strictly prohibited. If you have received this facsimile in error, please immediately notify us by telephone, and return the original message to us at the address above via the U.S. Postal Service. Thank you.